



NEVADA  
COMMISSION  
ON TOURISM

Governor

Brian Sandoval

Lieutenant Governor  
& Commission Chair

Brian K. Krolicki

Interim Director

Larry Friedman

401 North Carson Street  
Carson City, NV 89701

Phone

775.687.4322

800.237.0774

Fax

775.687.6779

Website

TravelNevada.com

## NOTICE OF PUBLIC MEETING NEVADA COMMISSION ON TOURISM AGENDA

**DATE:** September 21, 2011  
**TIME:** 1:30 p.m.

**LOCATION:** Nevada Commission on Tourism  
401 N. Carson Street  
2nd Floor Chambers  
Carson City, NV 89701  
**VIDEO CONFERENCE**  
Grant Sawyer State Office Bldg.  
555 E. Washington Avenue  
Business & Industry – Rm 4900  
Las Vegas, NV 89101

**MEETING ACCESS INFORMATION:**  
**Toll Free Dial in Number:** 1-888-363-4735  
**Access Code:** 4878739

**Note:** Once all items on the agenda are completed, the meeting will adjourn.

1. Call to Order/Roll Call – Lt. Governor Krolicki
2. Public Comment
3. **For Possible Action:** Review and Approval of Minutes of June 16, 2011
4. Department of Tourism and Cultural Affairs Director's Search Update – Lt. Governor Krolicki
5. 2022 Winter Games Bid Update – Lt. Governor Krolicki
6. Director's Report
  - a. Department updates
    - Marketing and Advertising – JoLyn Laney
    - Sales and Industry Partners – Connie Mancillas
    - Public Relations – Bethany Drysdale
    - Administration – Steve Woodbury
  - b. State Tourism Branding Update – David Bratton, Destination Analysts
  - c. Consolidation of Departments Update – Steve Woodbury and Larry Friedman
  - d. Nevada State Museum at Springs Preserve Opening – Peter Barton
  - e. Fiscal Year 2012 Strategic Plan Update – Larry Friedman
  - f. 2011 Governor's Conference on Tourism Update – Kari Frilot
7. **For Possible Action:** Outsourcing of Nevada Magazine Committee recommendation
8. Comments by Commissioners
9. General Announcements
10. Public Comment
11. **For Possible Action:** Adjournment (Action)

- Agenda items may be taken out of order at the discretion of the Chair in order to accommodate persons appearing before the Commission and/or to aid in the time efficiency of the meeting.
- Items may be removed from the agenda at any time. Also, items may be combined for consideration by the Commission.
- Public comment is welcomed by the Commission, but may be limited to five minutes per person at the discretion of the Chair.
- Public comment is for discussion only, and action may not be taken on any matter brought up under this agenda item until scheduled on an agenda for action at a later meeting, per NRS 241.020.
- Action items are noted by the phrase "for possible action" and typically include review, approval, denial and/or postponement of specific items. Certain items may be referred to a subcommittee for additional review and action.
- The Commission is pleased to provide reasonable accommodations for members of the public who are disabled and require special arrangements or assistance at the meeting. If assistance is required, please notify Claudette Thompson at 775.687.0621 or [cthompson@TravelNevada.com](mailto:cthompson@TravelNevada.com) no later than three working days prior to the meeting.

Notice of this meeting was posted in the following locations in compliance with NRS 241.020:

Nevada Commission on Tourism, 401 N. Carson Street, Carson City, NV 89701  
Nevada Commission on Tourism, 555 E. Washington Ave., Las Vegas, NV 89101  
Nevada State Library & Archives, 100 North Stewart Street, Carson City, NV 89701  
Legislative Counsel Bureau, 401 S. Carson Street, Carson City, NV 89701  
Grant Sawyer State Office Building, 555 E. Washington Ave., Las Vegas, NV 89101  
Reno Sparks Convention and Visitors Authority, 4001 S. Virginia St., Suite G, Reno, NV 89502  
Las Vegas Convention and Visitors Authority, 3150 Paradise Road, Las Vegas, NV 89109  
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